

INTISARI

Persaingan merupakan hal yang harus diperhatikan dalam melakukan bisnis di pusat perbelanjaan terutama dikawasan kota Surabaya. Hal yang harus diperhatikan tentu saja menarik minat pembeli dengan memperhatikan perilaku konsumen yang dapat mempengaruhi keputusan pembelian dalam berbelanja. Penelitian ini bertujuan untuk menguji pengaruh gaya hidup hedonis, keterlibatan *fashion* dan *visual merchandising* terhadap pembelian impulsif melalui emosi positif.

Populasi yang digunakan dalam penelitian ini adalah pengunjung yang berbelanja di Matahari Departement Store Plaza Surabaya yang bertempat di Jl. Pemuda No. 31-37, Surabaya. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah uji instrumen (uji validitas dan reliabilitas), analisis deskriptif persentase, uji asumsi klasik dan metode analisis jalur (*path analysis*) menggunakan *SPSS 23 for Windows*.

Hasil pengujian menunjukkan bahwa gaya hidup hedonis terbukti berpengaruh signifikan dan positif terhadap pembelian impulsif, keterlibatan *fashion* tidak terbukti berpengaruh signifikan terhadap pembelian impulsif, begitu juga dengan *visual merchandising* tidak terbukti berpengaruh signifikan terhadap pembelian impulsif, sedangkan emosi positif terbukti berpengaruh signifikan dan positif terhadap pembelian impulsif. Hasil pengujian ini juga menunjukkan besaran pengaruh tidak langsung gaya hidup hedonis, keterlibatan *fashion*, dan *visual merchandising* terhadap pembelian impulsif melalui emosi positif lebih besar apabila dibandingkan dengan besaran pengaruh langsung gaya hidup hedonis, keterlibatan *fashion* dan *visual merchandising* terhadap pembelian impulsif.

Kata kunci: Gaya hidup hedonis, keterlibatan *fashion*, *visual merchandising*, emosi positif, dan pembelian impulsif.

ABSTRACT

Competition is the issue which have to be noticed in running a business in the shopping center particularly in Surabaya city. The issue which have to be noticed is to attract to customer interest by noticing customer behavior which can influence the purchasing decision in shopping. This research is meant to examine the influence of hedonic lifestyle, fashion involvement and visual merchandising to the impulsive buying through positive emotion.

The population is all customers who have ever shopped at Matahari Department Store Plaza Surabaya which is located on Jl. Pemuda No. 31-37, Surabaya. The sample collection technique has been conducted by using purposive sampling with the numbers of samples are 100 respondents. The data analysis technique has been carried out by using instrument test (validity test and reliability test), percentage descriptive analysis, classic assumption test and path analysis which has been conducted by using SPSS 23 for windows.

The result of the test shows that hedonic lifestyle is proven to have positive and significant influence to the impulsive buying whereas fashion involvement is not proven to have significant influence to the impulsive buying, and visual merchandising is not proven to have positive influence to the impulsive buying, meanwhile the positive emotion does not have any significant influence to the impulsive buyers. The result of this research shows that the magnitude of the indirect influence of hedonic lifestyle, fashion involvement, and visual merchandising to the impulsive buying through positive emotion which is larger than the direct influence of hedonic lifestyle, fashion involvement and visual merchandising to the impulsive buying.

Keywords: Hedonism lifestyle, fashion involve, visual merchandising, positive emotion, and impulsive purchasing.